

FULL YEAR MARKETING PART I

PERFORMANCE OBJECTIVE

“The Sales Presentation”

Performance Objective PO- 01

Students will understand the sales process.

Instructions

Have each student choose a product (good or service). Have student sell his/her product to another student in front of the class. The class will evaluate the student to see if he/she used all seven steps effectively.

1. Approaching the Customer:

- _____ Business-to-business approach
- _____ Retail selling approach

2. Determining Needs:

- _____ When and how to determine needs

3. Presenting the Product:

- _____ Feature-benefit (Chapter 12)
- _____ Show and tell
- _____ Making the presentation come alive

4. Overcoming Objections:

- _____ Welcome and plan for objections
- _____ Common objections
- _____ Four-step process
- _____ Specialized methods

5. Closing the Sale:

- _____ Timing
- _____ General rules
- _____ Specialized methods
- _____ Failure to close

6. Suggestion Selling:

- _____ Benefits
- _____ Rules
- _____ Methods

7. Relationship Building:

- _____ Order taking
- _____ Departure
- _____ Follow-up
- _____ Evaluation

Student Name _____

MARKETING PART I
“THE SALES PRESENTATION” EVALUATION SHEET

Instructions

As the students are up in front of the room selling their products, have the rest of the class use this form to evaluate them using the following scale: 1= Incomplete, 2=Needs Improvement, 3=Good, 4=Excellent. Student must get a minimum of 3 or better to qualify for 80%.

1. Approaching the Customer:

<input type="checkbox"/> Appearance	<input type="checkbox"/> Retail selling approach
<input type="checkbox"/> Eye contact	<input type="checkbox"/> Service
<input type="checkbox"/> Smile	<input type="checkbox"/> Greeting
<input type="checkbox"/> Business selling approach	<input type="checkbox"/> Merchandise

Comments: _____

2. Determining Needs:

☐ Observed
☐ Listened
☐ Questions

Comments: _____

3. Presenting the Product: (Feature/Benefit):

<input type="checkbox"/> Show and Tell	<input type="checkbox"/> Involved the Customer
<input type="checkbox"/> Handled Product	<input type="checkbox"/> Feature
<input type="checkbox"/> Demonstrating	<input type="checkbox"/> Benefit
<input type="checkbox"/> Aids	

Comments: _____

4. Overcoming Objections:

<input type="checkbox"/> Listen	<input type="checkbox"/> Restate Objections
<input type="checkbox"/> Acknowledged Objections	<input type="checkbox"/> Answer the Objections

Comments: _____

5. Closing the Sale:

<input type="checkbox"/> Recognized Opportunity	<input type="checkbox"/> Created Ownership
<input type="checkbox"/> Help Customer Make Decision	<input type="checkbox"/> Didn't Talk Too Much

Which closing technique was used?

Standing-room-only _____ Direct _____ Service _____

Comments: _____

6. Suggestion Selling:

☐ Offered related merchandise
☐ Larger Quantities
☐ Special Sales

Comments: _____

7. Relationship Building

<input type="checkbox"/> Order taking	<input type="checkbox"/> Follow-up
<input type="checkbox"/> Departure	<input type="checkbox"/> Evaluation

Comments: _____

NOTE: This presentation must be equal to an 80% level (3 or higher rating), or the teacher is obligated to have the student re-do it. The student cannot take the state skill certification test unless he/she gets 80% or better on this roll play exercise.